



City of Whitehorse PRESS RELEASE

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FOR IMMEDIATE RELEASE
June 3, 2008

Release: 2008 – 22

CITY OF WHITEHORSE RELEASES BIENNIAL CITIZEN SURVEY

The City of Whitehorse is pleased to announce the release of the results of the City of Whitehorse 2008 Biennial Citizen Survey.

75% of respondents indicate that they are receiving fair value for taxes. This result is 2% above the average since 1998 – the City is pleased with this result.

In terms of contacting the City, 95% indicate the City is accessible and approachable up from 91% in 2006 and 86% rate their overall service experience as good or excellent, consistent with other years.

In 2008 the respondents believe that the four most important services the City provides are:

- Water and sewer services
- Solid waste disposal
- Fire protection, and
- Road maintenance

71% of the respondents rated road surfaces good or excellent, 76% rated street sweeping good or excellent, 48% rated snow clearing good or excellent, and 73% rated sanding good or excellent. 61% of respondents rated the Robert Service Way roundabout as effective and 69% rated the Hamilton Boulevard roundabout as effective.

In 2008, 60% of respondents report being satisfied with the amount of parking in the downtown core when shopping and visiting; this is up 9% from 51% in 2006 and is roughly consistent with past years' results. 66% of the respondents would be in favour of a multi-level downtown Parkade and this is up slightly from 62% in 2006.

In 2008, 77% of respondents reported that there is sufficient public input on City initiatives. This is the highest recorded result rising from 50% in 2000. The data shows a definite upward trend. This high result could be attributable to the City's work on Strategic Sustainability Planning.

Overall, 92% of respondents indicate good or excellent for City recreation services. This is consistent with the 96% in 2006. In terms of facility use, 82% use the Canada Games Centre and this is up 6% over 2006.

73% of respondents indicate that they are familiar with the concept of sustainability, which is "...the development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The City of Whitehorse views this as a good result as it forms the cornerstone of the City's Strategic Sustainability Planning efforts. Furthermore, 84% support the goal of sustainability and 77% feel they act sustainably.

This year we asked if people were in favour of allowing buildings to be higher than 4 storeys in certain areas of Whitehorse. 49% said yes and 9% said 5 storeys, 35% 6 storeys, 5% 7 storeys, 25% 8 storeys, and 22% said higher than 8 storeys.

The full survey results are available by contacting the City of Whitehorse or on the City's web site at www.whitehorse.ca

Background

In 1998, the City began a process of surveying its citizens every two years in response to direction received in the 1996 Corporate Strategic Plan. The 2008 survey results include comparative information back to 1998 where data is available.

For the 2008 survey, 1,031 names, randomly chosen from the City's List of Electors, were given to telephone surveyors as a sample population to complete the 30 to 40 minute survey. The survey is administered over the phone and logged on a web survey tool. From the sample population, 560 respondents / citizens generously donated their time to constitute the random sample. This is the largest ever response rate.

Statistically, with a random sample as large as 560, the City can be 99% confident that the percentages quoted are within $\pm 5\%$ of what the response would be from the entire population. Therefore, the City can say it is 99% sure 75% [$\pm 5\%$] of Whitehorse citizens feel they are receiving fair value for taxes, based on a sample size of 560. All 560 persons do not necessarily answer all questions and many questions permit multiple answers so the totals will not exactly meet 100% in those cases. All results are expressed in percentage format.

Every organization needs to continually ask its customers for feedback on the services it provides. This information is used by the City to identify areas we are doing well in and areas that need attention. Areas that need attention are referred to the appropriate departments for action. The Citizen Survey will also be used, where relevant, as part of the analysis of alternatives in future Administrative Reports and as part of the Strategic Planning Process.